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REMARKS

Claims 75-96 are currently pending in the subject application and are presently under consideration. Claims 1-74, 93 and 94 stand withdrawn. Favorable reconsideration of the subject patent application is respectfully requested in view of the comments herein.

I. Rejection of Claims 75, 77, 78, 95 and 96 Under 35 U.S.C. §102(e)

Claims 75, 77, 78, 95 and 96 stand rejected under 35 U.S.C. §102(e) as being anticipated by Azar (5,778,177). Applicants' representative respectfully requests that this rejection be withdrawn for at least the following reasons. Azar fails to disclose all features of the subject claims.

A single prior art reference anticipates a patent claim only if it *expressly or inherently describes each and every limitation set forth in the patent claim*. *Trintec Industries, Inc. v. Top-U.S.A. Corp.*, 295 F.3d 1292, 63 USPQ2d 1597 (Fed. Cir. 2002); *See Verdegaal Bros. v. Union Oil Co. of California*, 814 F.2d 628, 631, 2 USPQ2d 1051, 1053 (Fed. Cir. 1987). The *identical invention must be shown in as complete detail as is contained in the ... claim*. *Richardson v. Suzuki Motor Co.*, 868 F.2d 1226, 9 USPQ2d 1913, 1920 (Fed. Cir. 1989) (emphasis added).

Independent claim 75

The claimed invention relates to a product location information retrieval system. In particular, independent claim 75 recites a computer terminal...arranged to receive a data input query from a customer *relating to one or more products located in a product zone* and a remote link that receives a wireless signal from an access point and transmits the wireless signal to the computer terminal, wherein the wireless signal is associated with information *relating to the one or more products within the product access zone*. Azar fails to show such novel elements of the subject claims.

Azar shows a scanning system that employs multi-dimensional scanners and allows a scanned image to be transferred amongst multiple computer terminals equipped with similar scanning systems. On page 2 of the Advisory Action, the Examiner incorrectly contends that *Azar shows a wireless signal associated with information relating to the one or more products within the product access zone*, as claimed. At the portion of Azar indicated by the Examiner,

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the reference is limited to scanning a multi-dimensional image and transferring the image across wireline and/or wireless communications to end user stations for further display and manipulation. Nowhere does Azar mention providing a user with information relating to products *within a product access zone*, but instead is limited to providing an image of an object, and associated geometrical and topological information about that object, regardless of any type of a product access zone. *See* col. 1, lines 33-42. Consequently, the reference is silent regarding a wireless signal associated with information relating to the one or more products *within the product access zone*, as claimed.

Independent claim 95

Independent claim 95 recites *receiving a signal that provides information relating to specified products within a pre-defined radius of a user*. In particular, for example, the subject claim utilizes access points within the enclosed environment that provide information to a customer with a computer terminal about specified products within a certain area of the enclosed environment. On page 2 of the Advisory Action, it is erroneously contended that Azar substantially shows all the features of claim 95. At the indicated portions of the reference, wireless transmission of a scanned multi-dimensional image of an object between multiple computer terminals is shown. In addition to transmitting an image of the object, geometrical and topological information about the object is also shared among the multiple computer terminals. Thus, while Azar transfers information about the object, no teaching or suggestion is made with regard to providing information relating to specified products *within a pre-defined radius of a user*, let alone *locating a product in an enclosed environment*, as claimed. Instead, the reference transmits information about an object between computer terminals without considering the objects' physical location with respect to any of the users.

Independent claim 96

Independent claim 96 recites *means for associating at least one image with at least one product located within a product access zone*. Azar fails to teach or suggest such a novel aspect of the subject claim. To the contrary, and as discussed *supra*, the reference provides a scanning system that allows a multi-dimensional image of an object to be scanned into a computer's memory and transmitted amongst multiple computer terminals. Nowhere does Azar associate

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this multi-dimensional image with any other additional product, let alone *associating the image with a product located within a product access zone*, as claimed.

In view of at least the foregoing, it is readily apparent that Azar fails to disclose the identical invention in as complete detail as is contained in the subject claims. Accordingly, withdrawal of this rejection with respect to independent claims 75 , 95 and 96 (and the claims that depend therefrom) is respectfully requested.

II. Rejection of Claims 76, 80-87 and 92 Under 35 U.S.C. §103(a)

Claims 76, 80-87 and 92 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Azar in view of Durbin *et al.* (US 6,039,258). This rejection should be withdrawn for at least the following reasons.

The subject claims depend from independent claim 75. As previously discussed with respect to this claim, Azar fails to disclose all of its features. Durbin *et al.* fails to compensate for the deficiencies of Azar. Durbin *et al.* is directed towards a hand-held data collection system that optimizes scanning angles for efficient data collection. Nowhere does the reference disclose or suggest the claimed features of *a remote link that receives a wireless signal from an access point and transmits the wireless signal to a computer terminal, wherein the wireless signal is associated with information relating to one or more products within a product access zone*. Accordingly, this rejection should be withdrawn.

III. Rejection of Claims 79 and 88 Under 35 U.S.C. §103(a)

Claims 79 and 88 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Azar in view of Yamamoto (US 5,991,276). It is respectfully requested that this rejection be withdrawn for at least the following reasons.

Claims 79 and 88 depend from independent claim 75, and as discussed *supra*, Azar fails to teach or suggest *a remote link that receives a wireless signal from an access point and transmits the wireless signal to a computer terminal, wherein the wireless signal is associated with information relating to one or more products within a product access zone*. Yamamoto does not make up for the shortcomings of Azar. Rather, Yamamoto relates to a multi-point videoconference system that integrates multiple audio/video signals from multiple videoconference terminals. The cited reference does not disclose sending a wireless signal with

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information relating to one or more products within a product access zone to a computer terminal, let alone a product location information retrieval system in a retail establishment, as claimed. Therefore, withdrawal of this rejection is requested.

IV. Rejection of Claims 89 and 90 Under 35 U.S.C. §103(a)

Claims 89 and 90 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Azar in view of Soltesz *et al.* (US 5,756,978). This rejection should be withdrawn for at least the following reasons.

The subject claims depend from independent claim 75. As previously discussed, Azar does not disclose all aspects of claim 75. Soltesz *et al.* fails to make up for the deficiencies of Azar. Instead, Soltesz *et al.* is directed towards an integrated optical card reader/transaction module that improves transactional security. Nowhere does the document disclose or suggest *a remote link that receives a wireless signal from an access point and transmits the wireless signal to a computer terminal, wherein the wireless signal is associated with information relating to one or more products within a product access zone*, as claimed. Accordingly, this rejection with respect to claims 89 and 90 should be withdrawn.

V. Rejection of Claim 91 Under 35 U.S.C. §103(a)

Claim 91 stands rejected under 35 U.S.C. §103(a) as being unpatentable over Azar in view of Copland *et al.* (5,717,430). Applicants' representative respectfully requests that this rejection be withdrawn for at least the following reasons.

Claim 91 depends from independent claim 75, and as discussed *supra*, Azar fails disclose all the elements of claim 75. Copland *et al.* fails to compensate for the deficiencies of Azar. Copland *et al.* relates to integrating external multimedia computer hardware components into a computer keyboard. The reference is not directed towards a product location information retrieval establishment and is silent regarding the claimed features of *a remote link that receives a wireless signal from an access point and transmits the wireless signal to a computer terminal, wherein the wireless signal is associated with information relating to one or more products within a product access zone*. Therefore, this rejection should be withdrawn.

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CONCLUSION

The present application is believed to be in condition for allowance in view of the above comments. A prompt action to such end is earnestly solicited.

In the event any fees are due in connection with this document, the Commissioner is authorized to charge those fees to Deposit Account No. 50-1063 [SYMBP188US].

Should the Examiner believe a telephone interview would be helpful to expedite favorable prosecution, the Examiner is invited to contact applicants' undersigned representative at the telephone number below.

Respectfully submitted,

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